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# PROJECT

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Chanel  
Singapore Changi Airport

LED-LUC MINISPOTS

Variable illumination for promoting sales

C'est chic – eye catcher on the spot

Chanel has developed a new lighting concept for its stores at international airports. Whereas the background of the wall-side presentation was given a homogeneous basic illumination, in the foreground variable and clean spotlighting was to highlight certain prominent products.

Here, the magnetic LED-Luc MiniSpots are deployed, which stage individual products for sales promotion purposes. The extremely flexible spotlights can be simply repositioned should the display design change, so the light beam is always directed on the respective products as a real eye catcher "on the spot".



## LED-LUC MINISPOTS

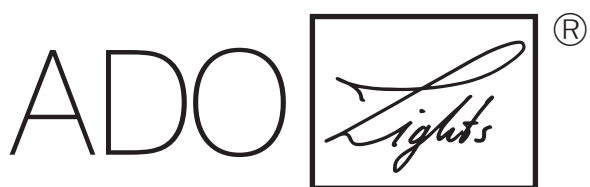
Products

### Lighting elements | Products

- LED-Luc magnetic MiniSpots, 28 x 50 mm
- Aluminium casing, black anodised
- Lighting colour 2,700 K, warm white
- 10° lens with narrow beam
- Output 1–3 W
- CRI >90
- Operating voltage 48V DC
- With honeycomb mesh to screw-on



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